

When price perception outweighs product quality: repurchase intention toward a local outdoor brand

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DOI: <https://doi.org/10.65881/ecobiztech.v1i2.154>

ARTICLE INFO

History:

Received: 07-14-2026

Revised: 07-19-2026

Accepted: 07-20-2026

Published: 07-24-2026

Keywords:

product quality;
perceived price;
repurchase intention;
consumer behavior;
outdoor equipment
industry.

ABSTRACT

Purpose: to examine the effects of product quality and perceived price on consumers' repurchase intention toward Consina products.

Method: this study employed a quantitative explanatory approach using a cross-sectional survey. Data were collected from 100 Consina consumers in Jombang Regency, Indonesia, selected through purposive sampling. The data were analyzed using multiple linear regression with SPSS to examine the effects of product quality and perceived price on repurchase intention.

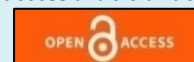
Findings: perceived price has a positive and significant effect on consumers' repurchase intention, while product quality does not have a significant direct effect. The results suggest that consumers' repurchase decisions are influenced more by their perceptions of price fairness and value than by product quality alone.

Implications: Consina should prioritize strategies that enhance perceived value through fair pricing and effective value communication, while continuously maintaining product quality to support long-term customer retention.

Originality: lies in its examination of product quality and perceived price simultaneously as direct predictors of repurchase intention among Consina consumers, providing new insights into customer retention in the local outdoor equipment industry.



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Introduction

The outdoor equipment industry has experienced substantial growth in recent years, accompanied by increasingly intense competition among both international and local brands (Su et al., 2024). In such a competitive environment, sustaining existing customers has become as important as acquiring new ones because repeat customers generally possess prior product experience, require lower evaluation efforts, and contribute to long-term business profitability (Arslan, 2020). Consequently, repurchase intention has emerged as a strategic indicator of customer retention, reflecting

consumers' post-purchase evaluation regarding the likelihood of purchasing the same brand again (Antwi, 2021; Sharma et al., 2024). According to the theory of planned behavior, behavioral intention represents the most immediate predictor of future behavior, suggesting that consumers' intention to repurchase is shaped by their evaluation of previous consumption experiences and perceived outcomes (Ajzen, 2020). For local outdoor brands such as Consina, maintaining customers' intention to repurchase is therefore essential for strengthening competitive advantage and ensuring sustainable market growth.

Despite Consina's strong position as one of Indonesia's leading outdoor equipment brands, the company operates in a market characterized by rapidly evolving consumer expectations and increasing product alternatives. Consumers no longer evaluate outdoor products solely based on their functional performance but also consider whether the quality received justifies the price paid. This condition makes product quality and price perception two critical considerations influencing consumers' decisions to continue purchasing the same brand. A product that performs reliably but is perceived as overpriced may discourage repeat purchases, while a competitively priced product with unsatisfactory quality may likewise fail to retain customers. Therefore, understanding the simultaneous role of product quality and perceived price is increasingly important for explaining consumers' repurchase intention toward Consina products, particularly within Indonesia's growing outdoor equipment market.

Previous studies have consistently demonstrated that repurchase intention is influenced through a complex mechanism involving perceived value, customer satisfaction, trust, and loyalty rather than merely through direct effects of product attributes (Chatzoglou et al., 2022; Miao et al., 2022; Tankovic & Benazic, 2018). Digital service quality, post-purchase services, and shopping experience have also been found to strengthen repurchase intention through customer satisfaction and trust (Jain et al., 2021; Javed & Wu, 2020; Rita et al., 2019). Regarding product quality, Ariffin et al. (2016) reported a positive relationship between perceived quality and repurchase intention, while Suttikun & Meeprom (2021) demonstrated that perceived value and satisfaction mediate the influence of product quality on customer loyalty. However, Fauzana & Hairudinor (2024) found that product quality did not directly influence repurchase intention in the context of live-streaming shopping despite significantly increasing customer satisfaction. Similarly, studies on price perception indicate that affordable and fair pricing enhances perceived value, customer satisfaction, and repurchase intention (Kim et al., 2021; Konuk, 2019; Tan & Le, 2023; Yasri et al., 2020).

Within the Indonesian context, empirical findings remain inconsistent. Anjellia & Herawati (2024) reported significant direct effects of product quality and price on smartphone repurchase intention. In contrast, Nilasari et al. (2024) found that customer perceived value mediated the effects of product quality, price, and brand image on repurchase intention for outdoor products. These inconsistent findings indicate that the relative contribution of product quality and perceived price may vary across industries, consumer characteristics, and research models. Moreover, empirical evidence specifically examining the independent effects of product quality and perceived price on consumers' repurchase intention toward the Consina brand remains limited. This study addresses this research gap by simultaneously examining both predictors within a single regression model, enabling the estimation of each variable's unique contribution after controlling for the other predictor. Such an approach constitutes the novelty of this study compared with previous research that primarily emphasized mediating mechanisms or investigated different product categories.

Based on the identified research gap, this study aims to analyze the partial effects of product quality and perceived price on consumers' repurchase intention toward Consina products, as well as to evaluate the overall explanatory capability of both variables within a multiple regression model. Specifically, the study seeks to determine which factor remains statistically significant when both predictors are considered simultaneously. The findings are expected to provide empirical evidence regarding the relative importance of product quality and perceived price in influencing consumers' intention to repurchase products from a leading Indonesian outdoor brand.

This study is important because retaining existing customers is considerably more efficient than continuously acquiring new ones, making repurchase intention a key indicator of sustainable business performance. Theoretically, this study contributes to the consumer behavior literature by extending empirical evidence regarding the direct effects of product quality and perceived price on repurchase intention within the context of Indonesia's local outdoor equipment industry. Practically, the findings are expected to assist Consina in formulating more effective customer retention strategies by identifying whether product quality, perceived price, or both should receive greater managerial attention in enhancing repeat purchasing behavior. Furthermore, the study enriches the limited body of literature focusing on Indonesian outdoor brands and provides a foundation for future research investigating additional behavioral mechanisms influencing repurchase intention.

Literature review

Theory of planned behavior

This study is grounded in the theory of planned behavior (TPB) proposed by Ajzen (2020), which explains that an individual's behavioral intention is the most immediate determinant of actual behavior. According to TPB, intention is formed through the interaction of attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of consumer behavior, repurchase intention reflects consumers' willingness to buy the same product or brand again after evaluating their previous consumption experience. Consumers who perceive that a product provides satisfactory performance and acceptable value are more likely to develop favorable attitudes that strengthen their intention to repurchase. Therefore, TPB provides an appropriate theoretical framework for explaining how consumers' evaluations of product quality and price perception shape their behavioral intention to purchase the same brand repeatedly.

Repurchase intention

Repurchase intention refers to a consumer's conscious willingness or likelihood to purchase the same product or brand again after a previous consumption experience (Antwi, 2021; Sharma et al., 2024). It represents one of the most important indicators of customer loyalty because repeat customers generally require lower marketing costs and contribute to long-term business sustainability (Fauzan et al., 2022; Lu et al., 2022). Repurchase intention is not merely determined by product performance but also by consumers' cognitive and affective evaluations accumulated throughout the purchasing and consumption process (Huong et al., 2024; Nurazila et al., 2023). Previous studies suggest that repurchase intention is influenced by multiple factors, including customer satisfaction, trust, perceived value, shopping experience, and service quality (Chatzoglou et al., 2022; Miao et al., 2022). In online retail settings, electronic service quality and

after-sales services strengthen consumers' confidence, leading to higher repurchase intention (Jain et al., 2021; Javed & Wu, 2020; Rita et al., 2019; Tandon et al., 2017). Similarly, Sullivan & Kim (2018) and Trivedi & Yadav (2020) emphasized that trust and customer satisfaction function as important determinants of repeat purchasing behavior. Consequently, repurchase intention can be understood as the outcome of consumers' overall evaluation of product performance, economic value, and purchasing experience.

Product quality

Product quality refers to consumers' perception of a product's ability to perform its intended functions consistently and reliably while meeting or exceeding customer expectations (Kosasih et al., 2024; Nisar & Prabhakar, 2017). Product quality encompasses several indicators, including performance, durability, reliability, conformity to specifications, product features, aesthetics, and overall excellence (Giovanni, 2024). Consumers generally evaluate product quality through direct usage experience rather than solely through promotional information. Empirical evidence consistently indicates that higher perceived product quality encourages favorable consumer evaluations and strengthens behavioral intentions. Ariffin et al. (2016) found that perceived product quality positively influences consumers' intention to repurchase environmentally friendly products. Likewise, Suttikun & Meeprom (2021) reported that perceived quality enhances customer loyalty through perceived value and customer satisfaction. In the retail context, high-quality products reduce consumers' perceived risk and reinforce confidence in future purchasing decisions. However, previous findings remain inconsistent across contexts. Fauzana & Hairudinor (2024) reported that product quality did not directly influence repurchase intention in live-stream shopping environments, although it significantly improved customer satisfaction. Similar findings suggest that product quality may function as a prerequisite for customer satisfaction rather than directly stimulating repeat purchasing behavior. These inconsistent findings indicate that the influence of product quality should continue to be examined across different industries and consumer segments, including the outdoor equipment market.

Perceived price

Perceived price refers to consumers' subjective evaluation regarding whether the monetary sacrifice required to obtain a product is reasonable relative to the benefits received (Hamzah & Pontes, 2024). Unlike objective price, perceived price reflects consumers' judgments concerning affordability, fairness, competitiveness, and value for money (Kartawinata et al., 2025; Rukaiyah et al., 2026). Consumers do not simply compare prices numerically but evaluate whether the quality and benefits justify the cost incurred. Previous research demonstrates that favorable price perception significantly contributes to consumers' evaluation of product value and subsequent behavioral intentions. Konuk (2019) found that price fairness positively affects perceived value, customer satisfaction, revisit intention, and positive word-of-mouth. Similarly, Yasri et al. (2020) showed that price perception enhances repurchase intention through brand experience and brand preference among Generation Y consumers. Tan & Le (2023) also reported that perceived price directly improves perceived value, which subsequently encourages online repeat purchasing behavior. Furthermore, Kim et al. (2021) identified cost-effectiveness as one of the primary determinants of consumers' attitudes toward direct-to-consumer brands and their intention to repurchase. These findings indicate that consumers evaluate price as an

integral component of overall product value rather than as an isolated monetary indicator. Therefore, a positive price perception is expected to increase consumers' willingness to purchase the same product repeatedly.

Hypothesis development

Consumers generally expect outdoor equipment to demonstrate durability, reliability, functionality, and consistent performance under various environmental conditions. When product quality meets or exceeds these expectations, consumers develop favorable evaluations that strengthen their intention to repurchase the same brand. According to TPB, positive evaluations toward previous purchasing experiences form favorable attitudes that encourage future behavioral intentions (Ajzen, 2020). Empirical studies largely support this relationship. Ariffin et al. (2016) demonstrated that perceived product quality positively influences repurchase intention, while Suttikun & Meeprom (2021) found that product quality contributes to customer loyalty through perceived value and satisfaction. Although some studies reported insignificant direct effects under particular purchasing environments (Fauzana & Hairudinor, 2024), product quality remains one of the most frequently identified determinants of repeat purchasing behavior. Accordingly, the following hypothesis is proposed:

H1: product quality has a positive and significant effect on consumers' repurchase intention toward Consina products.

Consumers continuously evaluate whether the benefits obtained from a product justify the price paid. When prices are perceived as fair, competitive, and consistent with product quality, consumers tend to experience higher perceived value, resulting in stronger repurchase intention. TPB suggests that favorable economic evaluations contribute to positive attitudes, thereby increasing consumers' intention to repeat purchasing behavior (Ajzen, 2020). Previous studies consistently support this relationship. Konuk (2019) found that price fairness enhances customer satisfaction and revisit intention. Yasri et al. (2020) demonstrated that price perception positively influences repurchase intention through brand-related experiences, while Tan & Le (2023) reported that perceived price improves perceived value, leading to higher repeat purchase intention. Kim et al. (2021) further confirmed that cost-effectiveness significantly shapes consumers' willingness to repurchase direct-to-consumer brands. Therefore, the following hypothesis is proposed:

H2: perceived price has a positive and significant effect on consumers' repurchase intention toward Consina products.

Metode

This study employed a quantitative explanatory research design using a cross-sectional survey approach. The explanatory design was selected to examine the causal relationships between product quality, perceived price, and consumers' repurchase intention toward Consina products. A cross-sectional survey was considered appropriate because data were collected from respondents at a single point in time to capture their perceptions and behavioral intentions based on previous purchasing experiences. The study was conducted among consumers of Consina products in Jombang regency, East Java, Indonesia. Since the total number of Consina consumers in the study area could not be identified with certainty, the population was treated as unknown.

The target population consisted of consumers who had previously purchased and used Consina products. Because the population size was unknown, the minimum sample

size was determined using the Lemeshow formula for an infinite population. The calculation resulted in a minimum sample requirement of 96 respondents, which was rounded to 100 respondents to improve statistical adequacy. Respondents were selected using purposive sampling, a non-probability sampling technique that allows researchers to recruit participants who meet predefined criteria. To ensure the relevance of the collected information, respondents were required to (1) have purchased Consina products at least once and (2) possess sufficient product experience to evaluate both product quality and price perception. Although purposive sampling is appropriate for explanatory studies involving specific consumer groups, its non-probability nature limits the generalizability of the findings beyond the characteristics of the sampled respondents.

Primary data were collected through a structured self-administered questionnaire. All questionnaire items were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The measurement instruments were adapted from previous studies to ensure content validity and conceptual consistency. Product quality was measured using ten items representing five indicators adapted from Putri & Ramli (2019), including product performance, features, reliability, conformity, and durability. Perceived price was measured using eight items covering four indicators adapted from Sinambela et al. (2020) namely price affordability, price-quality congruence, competitive pricing, and price-benefit congruence. Repurchase intention was measured using eight items representing four indicators adapted from Suherman et al. (2024), including spontaneity, purchase strength, enthusiasm and stimulation, and indifference toward alternative brands.

Table 1 operationalization of variables

Variables	Indicators	Items
Product quality	Product performance, features, reliability, conformity, and durability (Putri & Ramli, 2019)	10
Perceived price	Price affordability, price-quality congruence, competitive pricing, and price-benefit congruence (Sinambela et al., 2020)	8
Repurchase intention	Spontaneity, purchase strength, enthusiasm and stimulation, and indifference toward alternative brands (Suherman et al., 2024)	8

Before hypothesis testing, the validity and reliability of the measurement instrument were evaluated. Item validity was assessed using the corrected item-total correlation, with an item considered valid when its correlation coefficient exceeded the critical value of 0.195. Internal consistency reliability was examined using Cronbach's alpha coefficient, where a value of 0.70 or higher indicated acceptable reliability. Data analysis was performed using IBM SPSS Statistics version 23. Descriptive statistics were first employed to summarize respondents' demographic characteristics and describe the distribution of each research variable.

Subsequently, multiple linear regression analysis was conducted to examine the effects of product quality and perceived price on repurchase intention. Prior to estimating the regression model, several classical assumption tests were performed to ensure the suitability of the data for regression analysis. Normality of residuals was examined using the Kolmogorov-Smirnov test, multicollinearity was evaluated through tolerance values and Variance Inflation Factor (VIF), and heteroscedasticity was assessed using the Glejser test. The regression model used in this study is expressed as follows:

$$RI = \alpha + \beta_1PQ + \beta_2PP + \varepsilon$$

Where RI denotes repurchase intention, PQ represents product quality, PP denotes perceived price, α is the regression constant, β_1 and β_2 are the regression coefficients, and ε represents the error term. The proposed hypotheses were tested using t-tests to evaluate the partial effect of each independent variable, while the overall model significance was examined using the F-test. Statistical significance was determined at the 5% significance level ($p < 0.05$).

Results and discussion

Respondent characteristics

A total of 100 respondents participated in this study. As presented in Table 2, the sample was predominantly male, with 75 respondents (75%) identifying as male and 25 respondents (25%) as female. Regarding age, 75 respondents (75%) were between 19 and 24 years old, while the remaining 25 respondents (25%) were aged 25–31 years. These findings indicate that the sample primarily represents young adult consumers, particularly males, who constitute one of the major market segments for outdoor equipment products. The demographic composition should be considered when interpreting the findings because consumer characteristics may influence how individuals evaluate product quality, price, and purchasing value.

Table 2 respondent profile and descriptive statistics

Information group	Category/indicators	Frequency (n) / mean
Gender	Male	75
	Female	25
Age	19–24 years	75
	25–31 years	25
Product quality	Product performance	4.29
	Features	4.17
	Reliability	4.02
	Conformity	4.27
	Durability	4.24
	Overall mean	4.19
Perceived price	Price affordability	3.96
	Price-quality congruence	4.29
	Competitive pricing	4.22
	Price-benefit congruence	4.27
	Overall mean	4.18
Repurchase intention	Spontaneity	3.79
	Purchase strength	4.09
	Enthusiasm and stimulation	4.16
	Indifference toward alternatives	3.56
	Overall mean	3.90

Source: primary data, processed (2025).

Descriptive statistics of research variables

Table 2 presents the descriptive statistics for the indicators of product quality, perceived price, and repurchase intention. Overall, respondents reported favorable evaluations for all research variables. The overall mean score for product quality was

4.19, indicating that respondents perceived Consina products to possess high quality. Among its indicators, product performance obtained the highest mean score (4.29), followed by conformity (4.27) and durability (4.24). The reliability dimension recorded the lowest mean (4.02), although it still reflected a positive evaluation. These findings suggest that consumers generally perceive Consina products as capable of delivering satisfactory functional performance while meeting expected quality standards.

The overall mean score for perceived price was 4.18, reflecting respondents' favorable assessment of the product's pricing. The highest-rated dimension was price-quality congruence (4.29), indicating that consumers considered the price paid to be consistent with the quality received. This was followed by price-benefit congruence (4.27) and competitive pricing (4.22). The relatively lower score for price affordability (3.96) suggests that although consumers regarded Consina products as reasonably priced, affordability remained the least favorable aspect of price perception.

For repurchase intention, the overall mean score reached 3.90, indicating a generally positive intention among respondents to purchase Consina products again. Among the four indicators, enthusiasm and stimulation recorded the highest mean (4.16), followed by purchase strength (4.09). Meanwhile, indifference toward alternatives showed the lowest mean (3.56), suggesting that although respondents demonstrated positive repurchase intentions, they were still willing to consider competing brands under certain circumstances. Overall, the descriptive findings indicate that respondents perceived Consina products positively in terms of quality and price, with these favorable evaluations accompanied by relatively strong intentions to repurchase.

Classical assumption tests

Prior to hypothesis testing, the validity and reliability of the measurement instruments were evaluated to ensure the adequacy of the collected data. All questionnaire items satisfied the established validity criterion, indicating that each item adequately represented its corresponding construct. The corrected item-total correlation coefficients ranged from 0.745 to 0.876 for product quality, 0.654 to 0.876 for perceived price, and 0.638 to 0.818 for repurchase intention, all exceeding the minimum acceptable threshold. The reliability analysis further demonstrated satisfactory internal consistency for all constructs. Cronbach's alpha coefficients were 0.940 for product quality, 0.900 for perceived price, and 0.874 for repurchase intention. Since all values were substantially higher than the recommended threshold of 0.70, the measurement instruments were considered highly reliable. These findings indicate that the questionnaire possesses adequate psychometric properties and supports the use of composite scores for subsequent regression analysis.

Before estimating the multiple linear regression model, the classical regression assumptions were examined, including tests of normality, multicollinearity, and heteroscedasticity. The results are summarized in Table 3. The Kolmogorov-Smirnov test produced a significance value of 0.200 ($p > 0.05$), indicating that the regression residuals did not significantly deviate from a normal distribution. Therefore, the assumption of residual normality was satisfied. The multicollinearity test showed that both independent variables had a tolerance value of 0.274 and a Variance Inflation Factor (VIF) of 3.655. These values fall within commonly accepted thresholds (Tolerance > 0.10 and VIF < 10), suggesting that no serious multicollinearity existed between product quality and perceived price. Furthermore, the Glejser test yielded significance values of 0.518 for product quality and 0.170 for perceived price, both exceeding the

significance level of 0.05. These results indicate the absence of heteroscedasticity, implying that the variance of the regression residuals remained constant across observations. Overall, the diagnostic tests confirm that the data satisfy the classical assumptions required for multiple linear regression analysis.

Table 3 summary of classical assumption tests

Assumption test	Statistical indicator	Value	Interpretation
Normality	Kolmogorov-Smirnov (p-value)	0.200	Residuals are normally distributed; no significant deviation from normality
Multicollinearity	Tolerance	0.274	No evidence of serious multicollinearity
	Variance inflation factor (VIF)	3.655	Within acceptable limits
Heteroscedasticity	Glejser test (product quality)	0.518	No evidence of heteroscedasticity
	Glejser test (perceived price)	0.170	No evidence of heteroscedasticity

Source: primary data, processed (2025).

Multiple linear regression results and hypothesis testing

Multiple linear regression analysis was conducted to examine the effects of product quality and perceived price on consumers' repurchase intention toward Consina products. The estimated regression equation is presented as follows:

$$RI = 7.693 + 0.113PQ + 0.561PP + \varepsilon$$

Where RI denotes repurchase intention, PQ represents product quality, PP represents perceived price, and ε is the error term. The regression results indicate that both independent variables have positive regression coefficients, suggesting positive relationships with repurchase intention. The regression constant ($B = 7.693$, $p = 0.004$) represents the estimated level of repurchase intention when both independent variables are held constant at zero. The coefficient for product quality was 0.113, indicating that, holding perceived price constant, a one-unit increase in product quality is associated with an increase of 0.113 units in repurchase intention. However, the corresponding t-value (1.031) and p-value (0.305) indicate that this relationship is not statistically significant at the 5% significance level. Therefore, although the direction of the relationship is positive, Hypothesis 1 (H1) is not supported, suggesting that product quality does not independently predict consumers' repurchase intention toward Consina products.

In contrast, perceived price exhibited a regression coefficient of 0.561, indicating that a one-unit increase in perceived price leads to an increase of 0.561 units in repurchase intention, assuming other variables remain constant. The relationship was statistically significant ($t = 3.942$, $p < 0.001$), demonstrating that consumers with more favorable perceptions of price tend to report stronger intentions to repurchase Consina products. Among the two independent variables, perceived price produced the largest standardized contribution within the regression model, indicating that it is the most influential predictor of repurchase intention. Consequently, Hypothesis 2 (H2) is supported. The overall regression model was evaluated using the F-test. As shown in Table 4, the model produced an F-value of 43.008 with a significance level of $p < 0.001$, indicating that the combination of product quality and perceived price significantly

explains variation in repurchase intention. Therefore, the regression model is statistically significant and appropriate for predicting consumers' repurchase intention.

Table 4 multiple linear regression results

Variables	Coefficient (B)	t/F value	p-value	Decision
Constant	7.693	2.982	0.004	—
Product quality	0.113	1.031	0.305	H1 not supported
Perceived price	0.561	3.942	< 0.001	H2 supported
Overall model (F-test)	—	43.008	< 0.001	—

Source: primary data, processed (2025).

The effect of product quality on repurchase intention

The findings of this study indicate that product quality does not have a significant direct influence on consumers' repurchase intention toward Consina products, although the relationship is positive. This result suggests that improvements in product quality alone are insufficient to encourage consumers to purchase the same brand repeatedly. Consumers acknowledge the quality of Consina products positively; however, this positive evaluation does not automatically translate into a stronger intention to make future purchases. This finding implies that product quality functions more as a fundamental requirement that consumers expect from an outdoor equipment brand rather than as the primary factor motivating repeat purchasing behavior.

This finding further indicates that consumers have developed a relatively stable expectation regarding the quality standards of Consina products. Once a product consistently delivers acceptable levels of durability, reliability, functionality, and performance, consumers tend to regard these attributes as standard rather than exceptional. As a result, product quality becomes a baseline attribute that reduces dissatisfaction but does not necessarily create additional motivation for consumers to repurchase. Instead, consumers may shift their attention toward other considerations that provide greater perceived value in subsequent purchasing decisions.

The present finding is consistent with Fauzana & Hairudinor (2024), who concluded that product quality did not directly influence repurchase intention, although it contributed to customer satisfaction. Likewise, Nilasari et al. (2024) demonstrated that within the outdoor product industry, product quality influences repurchase intention indirectly through customer perceived value. These studies collectively suggest that consumers rarely respond to product quality in isolation. Rather, they first transform their evaluation of product quality into broader perceptions regarding value, satisfaction, or trust before deciding whether to purchase the same brand again. Therefore, the absence of a direct relationship should not be interpreted as evidence that product quality is unimportant. Instead, it indicates that the influence of product quality may operate through more complex psychological mechanisms.

However, the findings differ from those reported by Ariffin et al. (2016) and Anjellia & Herawati (2024), who found that product quality directly enhances repurchase intention. Such differences may be explained by variations in research settings, product characteristics, and consumer behavior across industries. Consumers purchasing technology products or products with rapidly changing specifications often rely heavily on quality evaluations when deciding whether to repurchase. In contrast, consumers purchasing outdoor equipment generally expect established brands to provide reliable quality as a basic standard. Consequently, once minimum quality expectations are fulfilled, product quality becomes less influential in differentiating one purchasing decision from another.

These findings can be explained through the theory of planned behavior proposed by Ajzen (2020). The theory argues that behavioral intention is primarily determined by an individual's attitude toward a particular behavior, which is formed through evaluations of expected outcomes. Product quality contributes to positive evaluations because consumers perceive high-quality products as more beneficial and reliable. Nevertheless, the present findings suggest that favorable evaluations of quality alone are insufficient to strengthen attitudes toward repurchasing. Consumers appear to construct their purchasing intentions through a broader evaluation process that includes economic considerations, perceived value, and overall consumption experiences. Consequently, the role of product quality within the theory of planned behavior is better understood as one component contributing to favorable attitudes rather than as the sole determinant of repurchase intention.

The findings also align with product quality theory, which emphasizes that consumers evaluate products based on performance, durability, reliability, conformity, and functional attributes. The descriptive findings indicate that respondents generally perceived Consina products as possessing high quality across these indicators. Nevertheless, because these evaluations were consistently favorable among respondents, product quality offered limited differentiation in explaining consumers' purchasing intentions. In other words, consumers appeared to assume that Consina products already satisfy acceptable quality standards, making quality an expected characteristic rather than a distinctive competitive advantage.

The empirical reality of Indonesia's outdoor equipment market provides additional explanation for these findings. The market has become increasingly competitive, with numerous local and international brands offering comparable product quality and technical specifications. Consumers can therefore choose among several brands capable of delivering similar functional performance. In such circumstances, product quality remains necessary for maintaining market credibility but is no longer sufficient to encourage repeat purchasing. Consumers increasingly compare brands based on additional benefits such as pricing policies, promotional programs, perceived value, after-sales services, product innovation, and overall shopping experience.

The practical implication of these findings is that Consina should continue maintaining high product quality because it represents an essential prerequisite for remaining competitive. However, management should recognize that quality alone is unlikely to increase repeat purchases unless accompanied by strategies that enhance consumers' perceived value and overall purchasing experience. Marketing efforts should therefore focus on strengthening customer satisfaction, improving after-sales services, developing loyalty programs, and building stronger emotional relationships with consumers. Future research is recommended to investigate the indirect mechanisms through which product quality influences repurchase intention by incorporating mediating variables such as customer satisfaction, perceived value, trust, or brand loyalty. Such an approach would provide a more comprehensive understanding of how consumers transform quality evaluations into repeat purchasing behavior.

The effect of perceived price on repurchase intention

The findings demonstrate that perceived price has a significant positive influence on consumers' repurchase intention toward Consina products. This result indicates that consumers are more likely to repurchase products when they perceive the price as fair, reasonable, competitive, and proportional to the benefits obtained. Consumers do not merely evaluate the nominal price of a product; rather, they assess whether the

economic sacrifice required is justified by the quality, performance, and utility they receive. Consequently, favorable price perceptions become an important driver of consumers' willingness to continue purchasing the same brand.

The findings further suggest that perceived price represents consumers' evaluation of overall product value rather than simply an assessment of affordability. Consumers appear willing to pay higher prices when they believe that the product offers durability, reliability, and long-term benefits consistent with the financial sacrifice involved. This indicates that consumers prioritize value for money over low prices. Therefore, purchasing decisions are guided more by perceptions of fairness and value than by the absolute level of price itself.

The present findings support previous studies by Konuk (2019), who demonstrated that price fairness enhances customer satisfaction and revisit intention, and by Yasri et al. (2020), who found that favorable price perception strengthens repurchase intention through positive brand experience and brand preference. Similarly, Tan & Le (2023) concluded that consumers' evaluation of price contributes to higher perceived value, which subsequently encourages repeat purchasing behavior. Kim et al. (2021) also emphasized that cost-effectiveness represents one of the primary determinants of consumers' willingness to repurchase products from direct-to-consumer brands. Collectively, these studies reinforce the argument that consumers perceive price as an indicator of product value rather than merely as a financial expense.

The findings are also consistent with the theory of planned behavior (Ajzen, 2020). According to the theory, individuals develop favorable behavioral intentions when they evaluate the expected outcomes of a behavior positively. Consumers who believe that Consina products provide benefits proportional to their prices are likely to develop positive attitudes toward purchasing the brand again. Positive evaluations regarding economic value increase consumers' confidence that future purchases will continue providing satisfactory outcomes, thereby strengthening their intention to repurchase. From the perspective of perceived price theory, consumers evaluate prices based on affordability, fairness, competitiveness, and consistency between price and product benefits. These indicators collectively shape consumers' perceptions of value. When consumers perceive that prices accurately reflect product quality and expected benefits, they experience lower purchase risk and greater confidence in their purchasing decisions. Consequently, favorable price perceptions encourage consumers to maintain long-term relationships with the brand by repeatedly purchasing its products.

These findings closely reflect the current conditions within Indonesia's outdoor equipment market. Consumers today are confronted with a wide variety of brands offering products with increasingly similar technical specifications and quality standards. Under these circumstances, consumers become more selective in evaluating whether a product's benefits justify its price. Outdoor equipment is generally viewed as a long-term investment because consumers expect products to perform reliably over extended periods and under demanding conditions. Consequently, consumers tend to prioritize brands capable of providing the best balance between quality, durability, functionality, and price rather than simply choosing the least expensive alternative.

The managerial implication of these findings is that Consina should maintain pricing strategies that reinforce consumers' perceptions of fairness and value instead of focusing exclusively on price reductions. Marketing communication should emphasize the long-term benefits of product durability, product reliability, warranty services, and overall value for money. Strengthening loyalty programs, providing exclusive benefits for repeat customers, and communicating product quality more effectively may further

enhance consumers' perceptions that Consina offers superior value relative to competing brands. Future research should extend the present model by examining whether perceived value, customer satisfaction, trust, or brand loyalty mediate the relationship between perceived price and repurchase intention. Such investigations would provide a more comprehensive explanation of the behavioral mechanisms underlying consumers' repeat purchasing decisions.

Conclusions

This study examined the effects of product quality and perceived price on consumers' repurchase intention toward Consina products. The findings reveal that perceived price is the primary factor influencing consumers' intention to repurchase. In contrast, product quality does not exert a significant direct effect when both variables are considered simultaneously. These results suggest that although consumers generally perceive Consina products as having satisfactory quality, product quality alone is insufficient to stimulate repeat purchasing behavior. Instead, consumers place greater emphasis on whether the price is perceived as fair, competitive, and consistent with the quality and benefits received. Accordingly, repurchase intention among Consina consumers appears to be driven more by perceptions of value than by product quality alone.

The findings provide both theoretical and practical contributions. Theoretically, this study extends the application of the theory of planned behavior by demonstrating that consumers' behavioral intention is shaped not only by functional evaluations of product quality but also by economic evaluations reflected in perceived price. The study also contributes to the literature on repurchase intention within the context of Indonesia's local outdoor equipment industry, an area that has received relatively limited empirical attention. Practically, the findings suggest that Consina should continue maintaining product quality as a fundamental competitive requirement while placing greater strategic emphasis on developing pricing policies that strengthen consumers' perceptions of fairness and value for money. Nevertheless, several limitations should be acknowledged. The study employed a non-probability purposive sampling technique and focused exclusively on consumers in Jombang regency, limiting the generalizability of the findings to broader consumer populations. In addition, the research examined only the direct effects of product quality and perceived price, without incorporating other psychological or relational factors that may influence repurchase intention.

Future studies are encouraged to address these limitations by involving larger and more geographically diverse samples to improve the generalizability of the findings. Researchers should also examine more comprehensive behavioral models by incorporating mediating variables such as perceived value, customer satisfaction, trust, and brand loyalty, or moderating variables including consumer experience, brand involvement, and demographic characteristics. Furthermore, comparative studies involving different outdoor brands or other product categories would provide deeper insights into whether the relationships identified in this study remain consistent across different market contexts. Such efforts are expected to enrich the understanding of consumer repurchase behavior and support the development of more effective customer retention strategies.

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